



Face Sheet

1. Applicant
Rochester Public Library
2. Applicant's Mailing Address
115 South Avenue
3. City
Rochester
4. State
New York
5. Zip Code
14604-1896
6. Name and Title of Authorizing Official
Richard Panz, Library Director
7. Business Phone of Authorizing Official
(716) 428-8045
8. Name of Project Director
Rodney B. Perry
9. Business Phone of Project Director
(716) 428-8393
10. Fax Number of Applicant
(716) 428-8355
11. e-mail address of Project Director
rperry@mcls.rochester.lib.ny.us
12. Sponsoring institution/parent organization, if applicable (e.g., municipality, state or university)
o check if this entity will manage funds if an award is made. Name and address:
N/A
13. Governing control of applicant
14. Type of organization
15. Employer identification number **22-3160973 (Federal ID #)**
16. Type of project
17. Use of technology: ☒ check box if application proposes the use of hardware and/or software as a significant aspect of the project
18. GRANT AMOUNT REQUESTED **\$ 271,346.00**
19. Amount of Matching Funds **\$ 425,302.00**
20. Grant Period (Starting Date) **10/01/99** – **09/30/01** (Ending Date)
21. Identify other Federal agencies...
None
(Activities similar to those in this project have been previously supported by federal LSTA funds through the State of New York.)
22. In the space below, include the names of any organizations that are official partners of the project.
Rochester Museum & Science Center
Rochester City School District

23. Certification:


Signature of Authorizing Official

March 19, 1999

Date

Rochester Images PROJECT ABSTRACT

This grant proposal presents a collaboration between a museum, a public library, and an urban public school district that will demonstrate national leadership in the development of digitized products for the support of educational use. As the lead agency, the Rochester Public Library will expand an established collaboration with two City of Rochester agencies, through which it is building an electronic database of historic photographs and maps, by adding to the data base historic photographs from a major collection of the Rochester Museum & Science Center. The Museum and the Library will develop work procedures that integrate the catalog systems of both institutions to provide uniform searching capabilities and accessibility to the database. The Library and Museum will further collaborate with the Rochester City School District in an active program to develop classroom and other curricular activities that use the electronically available photographs and maps in meeting New York State requirements for the study of local history and historical methods. The project will accomplish the following four goals.

- Expand access to local history primary source materials by creating an electronic thematic anthology collection of 22,500 photographs and maps of regional and national significance.
- Establish an active partnership among the Library, Museum and School District that will make direct use of the electronic collection to enhance the district's social studies curriculum.
- Establish innovative models for conversion and integration of data among library and museum systems and for document delivery of images from the data base.
- Establish the Library and Museum as regional leaders in providing uniform searching and integrated access to digitized regional resources for the use of targeted audiences and the general public.

In order to reach these goals, the design of this project provides for the following activities.

- The Museum and Library will add 7,500 photographs comprising half of the Museum's Stone Collection to a database of 15,000 digitized photographs and maps from the Library and City archives. The expansion will be accomplished through scanning and data conversion of the Stone Collection photographs as well as data conversion for Library and City photographs that have been scanned under other programs.
- The City School District will develop educational activities and performance objectives for the 4th and 7th grade local history curriculum, conduct related training activities with teachers, and establish a pilot program for students to create a digital data base of personal history items. To supplement the curriculum activities as well as the content of the image database, the Library and Museum will develop electronic pathfinders and usage guides linking the image database to Library, Museum and community resources.
- The Library and Museum will develop procedures for the development and management of the database that will connect, through translator or other software programs, the Library's CARL system and a Multi MIMSY records management system at the Museum in order to provide uniform searching capabilities and integrated access.
- Quantitative and qualitative evaluation will measure the effectiveness of the enhanced curriculum materials, the cost effectiveness of the work that integrates the collections of the Library and Museum, and the effectiveness of the data base usage guides and document delivery systems in meeting teachers' and students' classroom needs.

Rochester Images PROJECT NARRATIVE

Background

The Central Library of Rochester and Monroe County is the state designated central library for the 35 member Monroe County Library System (MCLS). The Central Library is the flagship of the MCLS LIBRA ('Library Information Bridge for the Rochester Area') system, which provides public access to a web-enabled catalog and circulation systems through CARL, numerous licensed full-text data bases, specialized local data bases, and full graphical access Internet. The LIBRA system is available through 400 terminals and 1,000 peripheral devices in public libraries throughout Monroe County, and through dial-in and over the Internet from other locations. This extensive infrastructure enables achievement of the Central Library's Vision to "use the most efficient processes and appropriate technologies to provide equal opportunity to gain access to its resources from any location at any time."

Since 1997 the Central Library of Rochester and Monroe County has collaborated with the City of Rochester's Photo Lab and Archives to build an electronic data base of photographs, entitled "Rochester Images", and to mount the data base on the MCLS LIBRA computer network. Currently 5,800 images form the nucleus of a collection designed to provide broader access to the most significant portions of these collections which total over 300,000 photographic images and which represent a record of over 150 years of municipal and civic activities and facilities. The Library will also provide on-line electronic access to the full sixty-year run of the City Historian's publication 'Rochester History'. Funding for this work has been provided primarily by the federal Library Services and Technology Act (LSTA) and state Regional Bibliographic DataBase (RBDB) grants. The Rochester Images collection will be expanded through the addition of more photographs and introduction of maps with proposed LSTA funding in 1999-2000, to reach a total of 15,000 items.

The Rochester Museum & Science Center (RMSC) is a not-for-profit community museum housing 1.1 million artifacts and carrying out an extensive set of public programs that reach 280,000 general visitors yearly. One of its most significant collections is the Stone Collection, comprising 15,000 photographs of life in Rochester from 1904 to 1936. As photographers for the *Rochester Herald* and the *Democrat and Chronicle* newspapers in the early decades of the twentieth century, Albert Stone and his son Daniel created important visual records of daily life and historic events that reflected and shaped the community. Each photograph in the Collection, which was given to the Museum in 1942, has been dated and identified with its corresponding newspaper caption.

Taken together, the resources of the Library, City and Museum assemble a body of photographic work of both regional and national interest. In addition to depicting the ordinary and extraordinary features and events in the life and culture of the Rochester area, the photographs portray the rich history of Rochester, which includes such important figures and topics as Frederick Douglass and abolitionism, Susan B. Anthony and the women's rights movement, and the Erie Canal and the growth of industry and transportation. This proposal will disseminate the treasures in these collections both locally and nationally by completing the data conversion work necessary to provide access to the growing Rochester Images database. It will also increase the size and scope of the Rochester Images collection by adding and providing access to 7,500 photographs from the Stone Collection of the Rochester Museum & Science Center.

The Rochester City School District, with 38,000 students of a broad ethnic mix, is the third largest district in New York. It has actively engaged its entire teaching staff in meeting upgraded standards for student performance. Included in these standards are local educational goals to focus on community and family as part of local and personal history. The District's curriculum places these topics in the fourth and seventh grade social studies course, which engages 2,600 students in the fourth grade and 2,200 students in the seventh grade. In anticipation of State requirements next year that will test several grades for skills in the analysis and interpretation of primary source materials, the District is actively seeking ways to include primary source materials in its social studies curriculum. In conformance with this effort, this project will provide for the use of the photographic data base to develop curriculum materials and activities that meet this need.

Issues to be addressed

This project addresses the issues involved in finding exciting and cost effective ways to replicate, on a local and regional basis, such major national digital projects as the American Memory Project at the Library of Congress and the image collections at the New York Public Library. These projects, which are representative of projects that show a broad scope and high level of sophistication, have been mounted through major organizational commitments and, in cases such as the American Memory Project, for which the Library of Congress formed a new department, reorganization. However, for digitizing projects to become reality on a regional basis, models must be established that reflect the situations in smaller communities with smaller institutional collections and fewer institutional resources, but with equally as rich and enlightening materials and equal desire and ingenuity to expand access to them through local partnerships.

This project also addresses the need to articulate through action the complementary capabilities of libraries and museums and the resulting benefits to communities. Libraries have highly structured electronic databases that are widely accessible to many users and that show what an item is and where it is available. They also use a variety of ordinary and technological "document delivery" systems to get their resources in the hands of users. Museums, on the other hand, have extensive collections of rare or unique artifacts without widely accessible records showing what the item is and where it is located, and they have not been able to place their artifacts before users in other ways than getting users to the museum. Both types of institutions, however, have missions to reach the broadest possible audience and to make their assets useful, enlightening, and easy to envision. The technology of digital libraries is an effective means of bringing libraries' data base capabilities and museums' rich content together to achieve these institutions' common missions.

One of these common missions is education. While numerous collaborative activities between libraries and schools and museums and schools serve millions of students throughout the country (102,000 students visited the Museum & Science Center last year), it is important to each type of institution that they find demonstrable means to "prove" the value that results from this collaborative process. Digital technology, which can spread knowledge of unusual and unique artifacts of museums and libraries, and is accessible from remote classroom locations, provides models of pragmatic products that open possibilities for sharing resources and demonstrate the merit of digital technology as an effective educational force.

The final issue is the least visible to the user but is the most far-reaching and the most complex. This project will accomplish more than "merely" digitizing resources from several institutions and mounting them on a web site. It will instead establish close integration of the resources, practices and standards of the participating institutions to provide, for the user, an unusual simplicity and scope of access. Achieving simplicity and scope of access requires a "deep collaboration" that moves into basic work procedures and data interchange standards that are carried out within separate and independent institutions. Because this project will document that process, it will help other institutions find the structure and mechanisms for collaborative digitizing projects that unify access to community resources.

Project Goals, Objectives and Activities

The following section describes the objectives (printed in *italics*) and activities to reach the four goals of the project.

GOAL 1. Expand access to local history primary source materials by creating an electronic thematic anthology collection of 22,500 photographs and maps of regional and national significance.

MUSEUM OBJECTIVES AND ACTIVITIES

Objective 1.1 *Scan 7,500 photographs in original glass plate negative format from RMSC Stone Photograph Collection by continuation of a contract with Applied Graphics Technologies, applying standards consistent with those in the American Memory Project. Scans will be derived into archival/ "publication" quality at the highest level, "presentation" quality at the middle level (suitable for ordinary computer printouts), and "thumbnail" quality, which will be displayed next to the record retrieved from the catalog.*

Objective 1.2 *Convert 7,500 Stone Collection records to electronic format and add subject descriptors and data necessary for MARC records. This will be accomplished by the Museum's purchase and installation of a Multi MIMSY system, conversion of existing Stone Collection records into electronic format by Optical Character Recognition software and manual entry, and loading of converted data into Multi MIMSY. (Information on the Multi MIMSY system is in Attachment B.)*

LIBRARY OBJECTIVES AND ACTIVITIES

Objective 1.3 *Convert Stone Collection electronic records to MARC format and load records on the MCLS LIBRA system by development of a translator program between Multi MIMSY and MARC and a loader program that will put the MARC records into CARL. An alternative to using the translator programs may be use of Z39.50 interoperability software between CARL and Multi MIMSY. The Library and Museum will actively investigate the feasibility of this option, which would revolutionize library and museum relationships.*

Objective 1.4 *Convert 8,000 records for the Library and City Archives photographs to electronic format, adding subject descriptors and data necessary for MARC records by continuing data conversion and descriptive activity that has been established with State Regional Bibliographic Data Base (RBDB) funding. Staff elements include clerical support to enter physical description of photographs and maps from existing records into MARC record templates and cataloger support to develop content descriptive information using LC Subject Headings and the LC Thesaurus for Graphic Materials.*

Objective 1.5 *Test the performance of the work systems and products resulting from Objectives 1.1-1.4 by mounting a 1,000 item prototype of the data base on the LIBRA network for use by the public as well as participating institution staff.*

Additional work to complete the scanning of 5,000 photos and 3,000 maps from the Library and City archives collections is likely to be funded under an application for LSTA 1999-2000 in accordance with the same technical specifications as those for the Stone Collection (Objective 1.1). In addition, the Library will use approved 1999 and future RBDB funds (2000) to complete conversion of 6,000 Library and Archive records into electronic format, using the same processes and standards for subject description and MARC format as are used in meeting Objectives 1.3 and 1.4.

GOAL 2. Establish an active partnership among the Library, Museum and School District that will directly support the enhancement of the district's social studies curriculum.

LIBRARY OBJECTIVES AND ACTIVITIES

Objective 2.1 *Establish collaborative planning teams to develop and monitor activities of the project among participating institutions* by convening and coordinating the work of the interinstitutional teams listed on Attachment C that will manage and guide the collaboration.

SCHOOL DISTRICT OBJECTIVES AND ACTIVITIES

Objective 2.2 *Develop staff teams and perform curriculum development work that will use the Rochester images data base for primary source materials.* This objective will be met by establishing a five-person team comprised of the Director of Social Studies, the Coordinator of Libraries, and the Social Studies chairs for the elementary, middle, and high schools. This team, with the help of Library and Museum subject expert staff, will develop curriculum material, publish the curricular materials in print and electronic format, train teachers in the enhanced curriculum usage and in the use of the Library and Museum usage guides and electronic pathfinders. The School District will support attendance by a teacher-librarian team at the American Memory Educators' Institute or similar national training program. Additional activity will include revision of the curriculum after an initial testing period, making comparative evaluation of student performance using the enhanced curriculum, and assessing the effectiveness of the project in making students aware of the lifelong resources of public libraries and museums.

Objective 2.3 *Develop a student "personal history" electronic data base.* This objective will be met by purchasing equipment and software that will enable students who are using the Rochester Images curriculum to photograph, digitize, describe, and mount on a Web site various "personal history" artifacts. This work will replicate the process of discovery and analysis followed in the Rochester Images curriculum. In addition, students will visit the Museum (an activity that is already well established at the Museum) to learn about the interpretation of primary source materials, and teachers and students will be provided with training in the technical procedures to perform this pilot, including help from secondary school students who are studying photography and digital imaging.

LIBRARY AND MUSEUM OBJECTIVES AND ACTIVITIES

Objective 2.4 *Develop electronic usage guides and linkages from the image data base to Library and Museum resources* through research and description of resources in the Library and Museum relevant to the curriculum, participation with curriculum planning teachers in curriculum development and training meetings, and creating and mounting of electronic usage guides. Particular attention will be paid to the selection of images that support teaching topics, use of subject terms in image description for retrieval based on teaching topics, and the development of curriculum packages of pre-selected resources. Ten separate guides are planned.

GOAL 3. Establish innovative models for conversion and integration of data among library and museum systems and for document delivery of images from the database.

MUSEUM AND LIBRARY OBJECTIVES AND ACTIVITIES

Objective 3.1 *Use data conversion work processes at each institution that enable integration of the Museum's Stone Collection into the Library's CARL system.* This objective will be met by conducting detailed planning meetings of the project team (see Attachment C) that will integrate work processes for the format of data entry, the requirements of translator or interoperability software, the sequencing of activities, and the searching methodologies of CARL and CARL/Web in relation to the various MARC fields. Training and regular coordination of quality control among work teams will be provided, and testing of the interoperability of data exchange systems will be conducted as a routine work procedure, including mounting of a 1,000-item prototype in June of 2000.

MUSEUM, LIBRARY AND SCHOOL DISTRICT OBJECTIVES AND ACTIVITIES

Objective 3.2 *Provide copies in paper or electronic format for classroom use* by establishing electronic systems that enable teachers and students to obtain copies of photographs, maps, and other resources.

GOAL 4. Establish the Library and Museum as regional leaders in providing uniform searching and integrated access to digitized regional resources for the use of targeted audiences and the general public.

MUSEUM AND LIBRARY OBJECTIVES AND ACTIVITIES

Objective 4.1. *Mount an easily used and comprehensive image data base on MCLS LIBRA system.* This objective will have been met by the activities described above in meeting Objectives 1.2 and 1.3 and tested in meeting Objective 1.5, resulting in the photographic data base being made available using the accepted library and archival standard MARC record with access both through the Library's web-enabled catalog and over the Internet.

Objective 4.2 *Develop an understanding among other regional museums, libraries and school districts of the regional applicability of the data base, and of the work systems that have achieved ease and flexibility of access to rich primary source materials.* This objective will be met by detailed discussions with other regional museums and libraries on the policies and methods surrounding the development of the data base, and presentations to other school districts about curricular applications.

MUSEUM, LIBRARY AND SCHOOL DISTRICT OBJECTIVES AND ACTIVITIES

Objective 4.3 *Measure the success of project design, implementation, and results* by monthly planning team review of evaluation measures. *Quantity* of activity will include the number of uses of data base images; the number of uses originating from participating schools and from public libraries; the number and costs of items added to the data base; the number of students using the Rochester Images curriculum; the number of resources used in electronic pathfinders and usage guides; the number of visitors to the Museum exhibits, the number of paper or electronic copies needed by and delivered to teachers and students; the attendance at presentations about the project; the number of readers of journals publishing information on the project; and, the number of promotional pieces distributed to the general public.

The *quality* of results will be measured through a comparison of the performance of students who use the Rochester Images curriculum to those who do not; students' increased awareness of the resources of libraries and museums; the number and substance of curriculum revisions made; the number and substance of revisions to work systems and products based on the 1,000 image prototype; the issues and actions related to collaborative aspects of the project; the number and substance of presentations and discussions with other collaborative partners; the substance of evaluation comments from dissemination presentations; and, review of on-line user feedback and comments.

In summary of the goals, objectives and activities, it should be noted that the project will provide, at several levels of collaborative activity, unique and creative methods to link the efforts of the participating institutions. On the simplest level of collaboration, the project brings together primary source materials from the Library, City Archives, and the Museum to support the School District's curriculum needs. At a broader level, it provides electronic guides to use of the data base and connects the data base to other resources in the Library, Museum and community. And at still another, more complex level, this project integrates the data conversion activities of the Library and Museum through efficient use of technologies to provide access to the data base in an integrated and uniform manner.

National Impact

As described above on page 1, there is a need to develop projects that are modest in scope and realistically achievable within the resources of mid-sized communities, but which are bold in their efforts to provide simplicity of access and to provide direct educational benefits. The January/February 1999 issue of *Public Libraries* reports in its cover story that a survey of 214 public libraries serving populations over 50,000, representing one-half of the libraries of that size in the country, found that among the 114 responding libraries there are no digital projects underway or planned in 79 of them. Eighty-two percent of the 35 projects that were reported cost less than \$50,000, and none exceeded \$100,000. The goals of digitizing were basic, providing primarily for improved access to fragile materials, and there was no mention of collaboration with other agencies or libraries nor collaborations to target specific audiences as a significant component of digitization projects. In contrast, this Rochester Images project will take place in a mid-sized community and ambitiously undertake a three-way collaboration involving collections, services and activities of five separate entities. On the simplest calculation based on the *Public Libraries* article, it will provide a model for the 79 responding libraries that are not conducting digitizing projects.

The Spring 1997 issue of *Library Trends* describes the work of the Center for Children and Technology (CCT) in linking classroom use with the resources of the American Memory Project at the Library of Congress. According to the CCT, web search engines "are not user-friendly" for young students and the "search tools available may not be terribly useful in seeking materials related to a specific theme or curriculum topic." This project will attempt to mitigate this impact in several ways: by using standards-based MARC records that do not rely solely on web-based search engines; by using standardized descriptive terms that can be coordinated with the needs of curriculum planners; by providing access through the Library's catalog, which for the 4th grade level is a "Kid's Cat" developed by CARL (see Attachment D); and, by assembling the curriculum and subject expert team to develop electronic pathfinders that help teachers and students navigate through the array of resources.

This project recognizes that critical educational and economic inequities exist between urban and suburban sections of communities, creating a gulf in educational effectiveness. This project will gauge how effectively digital projects can be used to equalize accessibility of resources and effectiveness in meeting mandated curricular goals. The City School District serves a student community that is 81% categorized as economically needy and is therefore less likely to have access to community resources in museums and cultural institutions. Digital technology addresses this gap by dispersing the assets of these types of institutions, using a medium that is attractive to students and accessible through classrooms and public libraries. It will accomplish what Diane Frankel, former Director of the IMLS, considers libraries' obligation to "use technology to improve library service and bring service to underserved populations." (IMLS press

release 2/18/99). This project will not only improve access to underserved individuals - City School District students - but it will also improve their opportunity to succeed in their educational requirements by creating an accessible and "fun" resource through digital technology. To support this point, Nancy Kranich, Associate Dean of the NYU Libraries and convener of the New York Comprehensive Research Libraries' Mellon Foundation project to assess opportunities for collaborations on digital projects, has commented that activities that bring students into contact with primary source databases provide real life examples of the effectiveness of such data bases, and "transform thinking" about the usefulness of digital technology among educators and the general public (see Attachment E).

Adaptability

The underlying concepts of this project are simple. It will create a collaborative photographic database of the extensive and rich photographic collections of a central library, city photographic archives and a museum. It will provide library and archive standard MARC record cataloging and classification work to make the database uniformly retrievable. It will assist a public school district in the use of the database as a resource for educational activities that meet curriculum needs. It will lay the foundation for the addition of other resources and collaborating partners. Because of the basic simplicity of concept, many institutions can at the simplest level start discussions with likely collaborating partners.

This project will demonstrate three levels of adaptable elements for other organizations' environments.

- On the procedural and technical level, the project will document straightforward and efficient methods in two principal areas: the scanning of museum artifacts and distribution of their images over a library system that provides wide access and powerful searching capabilities; and, the tailoring of image selection, content description, usage guides, and document delivery to the practical needs of classroom teachers. Techniques and systems will be used that are within the reach of normally available resources in a midsize urban area. The adaptable element is the project's design, which deals with common library and museum elements organized to fit the realities of urban classroom teaching.
- On the level of financing and the policy decisions presented by the project goals to simplify usage and access, the project will document the merger of multiple restricted funding sources to create a unified and integrated product that provides access to the collections of several institutions. The adaptable element is the strategy by which a collaborative project is approached: based on evidence from this project other communities can assess how similar projects can be financially supported and how closely integrated their work must become to achieve broad and easy access for specialized and general audiences.
- On the level of regional relationships among institutions, the project will demonstrate how a formal partnership between two cultural institutions and a public school district can be structured to enable each institution to exercise its skills within the collaborative group. The specialized, role-specific skills of each institution will be applied throughout the work of the project. The adaptable element is the creation of a model from which other communities can assess the readiness, capabilities, skills and roles of potential collaborative participants in similar projects.

Throughout the planning for this project, staff at the Library, Museum and School District have been aware that, despite its conceptual simplicity and familiar elements, the project involves highly complex issues in the cataloging, retrieval and display of digital artifacts to achieve interchange and interoperability among diverse computer systems and to effectively deliver the resources to the classroom level. The project goals of integration of systems and simplicity of the user's search capability add levels of complexity that this project will document, including the type of policy and procedural decisions made, work processes and costs, collaborative consensus and compromise, and the effectiveness in achieving broader use of resources that meet curriculum goals.

Project Design

As has been detailed on pages 2-4, the objectives and activities of this project have been designed to be simple and straightforward and to encompass the use of accepted standards within the scope of each participating institution's roles and strengths. The boldness of this project is its commitment to a uniform access method based on library and archival standards, its effort to integrate the catalog systems of libraries and museums, and its formalized role in the provision, through a public library and private museum, of a unique curriculum resource for public education. Its ambitious goals, because they require a deep interrelationship in the basic procedures of the participating institutions, ensure that the changes made to accommodate the interrelationship will become systemic. For example, in order to continue adding various Museum artifacts to the Library's LIBRA system, thereby meeting a fundamental museum goal of reaching broader audiences, the Museum will continue to build its data base of artifacts in a manner that converts to MARC records. Similarly, for the Library to continue to mount museum artifacts on its LIBRA system, thereby meeting a fundamental Library mission to provide access to resources from any location at any time, the Library will continue to enable entry of other data into its catalog data bases, and to provide guidance in the use of and linkages among varied resources from various locations. And, for the School District to continue to enrich the variety, uniqueness, and effectiveness of its curriculum resources, it will continue to develop creative learning opportunities around electronic data bases of images and artifacts, and it will continue to collaborate with the Library and Museum on what resources to add or link to the data base of primary source materials and how to deliver them to the classroom.

Evaluation of the project's progress is built into various parts of the project plan. The evaluation measurements described on page 4 (Objective 4.3) will be reviewed at least monthly by the project management team. In addition, various procedures, such as the development of translator software, will be tested as they are developed. At the end of the development of the translator program, scheduled in June of 2000, a prototype of 1,000 images will be mounted using all the system elements. The prototype will evaluate the performance of the conversion of Multi MIMSY data into MARC and CARL data and provide a working data base which staff from the Library, Museum, and School District can use to gain familiarity for later work. In addition, the curriculum that will be developed in August 2000 will be tested during the spring semester in 2001 followed by a period of revision in the summer of 2001, prior to full adoption of it in the school year starting in September 2001.

Management Plan

The project will be directed by the Library's Assistant Director for Technology, who is responsible for the Library's computer services and networks. As described in the Project Goals, Objectives and Activities section Objective 2.1 and Attachment C, the project will be managed by a full-time project manager and coordinated through the establishment of four planning groups, representing the various staff functions that will conduct this project at the participating institutions. The groups will perform tasks that are organized around the areas of technology, cataloging, curriculum and resource links, and general oversight. Individuals in these groups, as shown in the budget, will spend a minimum of 6,000 hours on the project. In addition, the significance and importance of this project to each institution will establish its successful completion as performance goals of senior management staff at the Library, Museum and School District, including Rodney Perry, the Library's Associate Director for Central Library Services, Connie Bodner, Director of Collections and Research at RMSC, and Marilyn Patterson Grant, Social Studies Curriculum Director at the City School District.

Evidence of the capability to successfully complete this project is shown by the administration, at the Library, of over \$850,000 in federal Library Services and Construction Act grants over the past ten years, and the successful management, within budget, of \$9 million in private funds to support a \$26 million expansion of the Central Library in 1997. The Museum has administered \$407,035 in program and service grants in the last three years, and the School District routinely develops curriculum materials as part of its fundamental activities. The Library Automation Services Department has in recent years installed the infrastructure and systems to be the leader in information systems in the Rochester region, including installation in 1996-98 of full graphic Internet access and Local Area and Wide Area Network capabilities at 35 member libraries. (Attachment F is a description of the MCLS technological infrastructure and of the Automation Services Department.)

Project resources are in the areas of personnel, contract management, equipment, and software, and will concentrate on work functions involving data base development, vendor contract specifications, software installation, and use of subject collections. Each institution is fully accustomed to organizing personnel resources for special projects, such as the Museum's three-year project, completed in 1994, to engage a work force of 30 staff that inventoried and rehoused over 400,000 artifacts and the Library's two-year project to build the current Rochester Images data base. The contract for scanning the Stone Collection will be carried out by a nationally recognized vendor that has been doing scanning work for the Library and City Archives for the past 2 years, has provided highly satisfactory consultative services, and has met all special handling requirements for rare and unique items. In addition, in terms of subject expertise in the photographs and related resources, staff at the Museum have a cumulative total of 27 years experience in the Stone Collection and program departments, and the experienced staff of the Local History Division at the Library have additional support from the City and County Historians. This subject knowledge will be supported by 4 years of experience in Automation Services in the design and mounting of subject-based web pages.

Budget

The project budget is fully explained in the budget narrative, from which its appropriateness and cost efficiency should be judged. As can be noted from the information about other public library digital projects (page 4), this project is more expensive than most public library digitizing projects. It is important to note that the budget funds several items that represent significant and necessary innovations in the development of a meaningful collaborative model for adaptation in other environments. These innovations are also appropriate to the leadership goals of this grant program and will provide greater usefulness and long-term sustainability among participating institutions.

- The installation of Multi MIMSY at the Museum permits the use of translator programs or Z39.50 interoperability software to exchange data between museum and library public catalog systems. This step, supplemented by the adherence to MARC records, will enable work procedures to occur at the RMSC and provide reduced costs for data conversion. It will also enable the continuation of the integration of Museum and Library resources on the LIBRA network. In addition, Multi MIMSY, as a museum-based data management system, creates linkages among various museum resources, which enriches and expands the creation of usage guides.
- The adherence to MARC standards for catalog records adds cost to the data conversion, compared to simpler free-form descriptions that are only retrievable by an Internet search engine. However, the resulting integration, on the

MCLS LIBRA network, of the Rochester Images database with other resources in the Museum and Library will provide a more effective result by providing a searching tool that is familiar to the general public.

- The cost of scanning the original glass plate negatives of the Stone Collection is \$10 per image. This cost, which is necessary to retain their full original size (which varies) in the scanning process and specifications, is the result of additional handling and is twice the cost of the simpler formats of most of the Library's and City's photographs. However, the Stone Collection is of such significance (see Attachment G) that the investment of \$75,000 to digitize and expand access to half of it is appropriate and necessary to this project.
- The costs used in the budget for staff and for scanning work are based on two years of work at the Library in building the current data base, including the cost of scanning various formats and the distribution of work elements between clerical and librarian tasks.

Personnel

There are five individuals who will play a key role in project activities.

The skills and experience of the staff of the Library's Automation Service Department (LAS) are directed by Carole Joyce, Assistant Director for Technology, who has directed the Automation Department since 1989. In that time she has overseen the installation of the CARL system, the addition of an automated catalog and installation of the Internet throughout MCLS, provision of Internet services to City and County government, installation of all computer services in an expanded Central Library, development of special CARL software, and installation of an extensive data communications infrastructure through-out MCLS, providing full graphical access Internet capability at 35 member library buildings. Additional skills of department staff are detailed in Attachment F. In-kind time commitments from Carole Joyce and LAS staff total 540 hours.

The most significant role in the development of the Library's progress in digital projects to date has been played by Susan Shippey, a Librarian II assigned to the Art Division, who has used her extensive technical background in the 4 years she has been planning and carrying out the Library's digital projects. In addition to her work on the Rochester Images project, she has attended 5 national conferences on digital imaging, and fills a leadership role in regional planning activities. She has overseen the planning study done by the Library in 1997-98 and has managed and coordinated all collaborative activities among the Library and its City partners. In-kind time commitments from Sue Shippey total 260 hours to provide transitional guidance to the project manager, and to provide ongoing consultation on project activities.

Cataloging and descriptive activities will be directed by Gabe Pellegrino, who has been Head of Cataloging at RPL since 1995. His experience has included direction of all cataloging and classification activities for the Central Library's collection of diverse formats and various languages. His responsibilities also include management of data base services for 19 member libraries throughout MCLS, which provide a full OCLC-based data base of the collections totaling over 3.5 million mono-graphs. His responsibilities under this project include supervision of the temporary staff hired for this project supported by IMLS funds as well as other planning and coordination duties, comprising 180 hours of in-kind contributions to the project.

Curriculum development at the School District will be directed by Marilyn Patterson Grant, who has 22 years experience in teaching social studies in various grades, including 3 years of service as a mentor teacher, and who has been Chair of the Social Studies Department since 1995. Her in-kind time commitments are 250 hours, supplemented by an additional 400 hours from School District staff. Participation in the American Memory Project Educators' Institute will also be provided as in-kind contributions. Additional support will be provided by Linda Sundloff, the District's Coordinator of Libraries, who will coordinate activities among District librarians and with the District's automation department. Her experience includes 18 years of teaching and educational communications experience, including 8 years of direct responsibility for educational technology.

Project direction at the Museum will be provided by Connie Bodner, who will coordinate the activities of research and data base development, programs and exhibits, and computer resources. Dr. Bodner has been Director of Collections and Research at the Museum for three years after ten years at the Museum performing archaeological research. Her work on the project, representing 240 hours of in-kind contribution, will be supported by a half-time commitment (partially funded by IMLS) from Lea Kemp, Librarian/Archivist at the Museum for twenty years. Her responsibilities include preservation, arrangement and access for all photographs in the Museum's collection. An additional 3,533 hours of in-kind support is provided by other staff at the Museum.

Evaluation

The evaluation measurements are listed under Objective 4.3 above (page 4) and are further described on page 6 under Project Design. While there will be a number of different factors evaluated, the two principal evaluative measurements will be the comparative performance and levels of engagement among students who use the Rochester Images curriculum, compared to those that do not, and the costs of the work processes involved in merging the data bases of the Museum and the Library. These two elements will measure the results achieved by the final product, and

measure the process by which the product is created and distributed. The School District will develop the measurements to analyze student performance and engagement, and the Museum and Library will develop the measurements for the cost of processes.

An additional significant evaluation will assess the effectiveness of the measures to tailor searching capabilities and strategies so that items from the database may be retrieved in accordance with the "real-life" classroom needs of teachers. For example, the *Library Trends* article described above (page 4) suggests that there are significant practical obstacles to classroom focused interactive use of a web-based resource, and that effective use in many cases consists of assembling paper copies of resources to which teachers are directed by electronic usage guides. Analysis of this type of situation, which will show how the data base can be effectively used in classroom environments, will derive both from numerical analysis of the number of items identified by teachers and the number delivered at the classroom level and from subjective judgments of teachers. It will provide information for the School District that is equally as significant as the information the Library and Museum will evaluate about the processes that develop a unified data base from several sources.

Dissemination

The dissemination plan for this project is designed around the specializations, roles and ongoing activities of the participating partners. The project will be described and shown on a web site that will demonstrate the project to other museums, libraries and schools. This web site will report progress, show samples of work in progress, discuss issues that have arisen, and be supplemented by an on-line response capability to receive and reply to comments and questions. The enhanced curriculum will also be mounted on the City School District's web site for access by teachers and others locally and nation-ally. (It is worth noting, as an example of the national relevance of this project, that the Massachusetts state-wide curriculum makes specific mention of Rochester area topics such as Frederick Douglass, the Erie Canal, Susan B. Anthony, and abolitionism. This project, and the supporting curricular and resource guides, would be available to Massachusetts teachers from the project's web site.) The content of the project web site will be comprehensive, and will be organized around the topics covered by the four planning groups. Accordingly, detailed technical data will be provided in one section, the issues around content description, classification and MARC records in another, and classroom methods in another. A section will also cover issues of collaborative planning, and related decisions reflecting consensus and compromise.

The Library, Museum, and School District will each offer the project to program planners at regional, state or national conferences, and will prepare a presentation at conferences as invited by conference planners. The project of the Library and City archives has already been presented at a conference of the Western NY Association for Image Management in 1998, and will be presented at a SUNY/OCLC workshop in July 1999. In addition, each participant will submit at least one article to a major regional or national professional journal, and will communicate directly about the project to such national or regional umbrella groups as the New York State Comprehensive Research Libraries Mellon Foundation Project, the Digital Library Federation, and the Museum Computer Network.

Contributions

As shown in the budget narrative and detailed budget, the participating institutions plan to spend \$425,302 in in-kind and third party funds to supplement the \$271,346 in IMLS funds that are requested. Accordingly, IMLS funds represent 39% of the total project budget.

The planning behind preparation of this grant proposal has purposely tried to make a balanced and appropriate sharing of costs among IMLS and the participating institutions. IMLS funding has been used for significant one-time or short term expenses that are essential to creating a viable project, and in-kind funds are used to provide the foundation for sustaining the project beyond the project period. For example' the salaries and wage portion of the IMLS amount provide a full-time project manager in the first year, with the Library continuing the expense thereafter. Similarly, temporary staff will be hired under IMLS at the Library and at the Museum to build, within a short period, the records by which access to the data base will be gained and in-kind staff time will be used to plan work systems and exercise quality control measures that will last beyond the project period through application to other collaborative projects. The expense for Multi MIMSY, which is shared between IMLS and in-kind on almost a 50/50 match, is also an appropriate share that recognizes the fact that Multi MIMSY will bring benefits to the project as well as to the long-term services of the Museum in its collaborative work with the Library and School District. Expenses for services, by which half of the Stone Collection will be scanned, is clearly an appropriate IMLS expense, and will be partially matched by LSTA and RBDB third-party grants that will be applied for in the spring and fall of 1999.

About 12% (\$48,000) of in-kind funds during the project period come from current allocations as well as future year applications to state RBDB and federal LSTA grant programs from which Rochester Images has been supported. The Library has already used an equal amount of funds from the same sources prior to the proposed IMLS project period to lay the groundwork for expansion of the Rochester Images database to the Museum and School District. Due to the nature of these grant programs, and the successful record of the Library in meeting their goals, it is expected that the Library will continue to be successful in obtaining the in-kind matching funds from these sources.

Sustainability

The Project will be sustained in several ways, building on the catalyst provided by IMLS funds.

At the level of basic operations, each participating institution will have established systems and procedures to perform the work of digitizing and mounting an image data base. In addition, each institution will focus on its strength and unique role. The Library will develop routine procedures for cataloging, retrieval, display and document delivery of the images from the database and the means to bring in data from other systems to its CARL system; the Museum will establish procedures to describe and retrieve images of its artifacts; and, the schools will have an ongoing curriculum resource development model to apply as the data base grows in scope of topics and formats.

The Library, which has adopted a leadership position in developing and distributing digital data bases through partnership activities, will have, in the course of the project period, transitioned existing staff to support the development of electronic products and services, and the digitizing project manager position will be continued as a regular Library position beyond the project period.

The Library, Museum and School District will have developed, in conducting this project, a sound collaborative relationship that will continue to be applied to the digitizing of other Museum collections and the distribution of access records through the Library system. Similarly, additional school districts are expected to follow the collaborative model for curriculum and classroom use that are established by this project, and the City School District will continue to use the primary source database of the Museum and Library.

It is expected that the successful implementation of this project supported by IMLS funds will open opportunities for additional government and private funding, including NEH and local and national foundations. The Library Foundation, which raised over \$9 million in private funds to support construction of an expanded library in 1997 will join forces with the fundraising and grant staff of the Museum and School District to develop additional facets and uses of this project. The Library will also continue to apply for federal and state funds under RBDB and LSTA, which have provided funding for the early stages of this project. These types of projects have attracted significant interest at the state and national level, and the Library is confident of being able to continue to obtain funding for this and similar projects.

Technical Knowledge

The Library has spent the past 2 years in development of the current Rochester Images project, and has through this process become informed about the practices and standards that are necessary for successful projects. It has adopted several fundamental policies: adherence to MARC standards, integrated access to resources through a catalog search; and, loading of the product on the MCLS LIBRA system thereby providing web-enabled access to the catalog, other data bases, and electronic guides. The Library has adopted a guideline that it will conform to standards that are recommended by the American Memory Project, and staff are attending, and giving presentations at, local and national conferences and workshops to keep abreast of emerging standards and accepted practices.

In administration of the Rochester Images project, the Library has used a nationally recognized scanning contractor to enable the highest level of quality and specifications (see Attachment H). It has conducted a planning study under LSTA funds, and reviewed the issues raised by it to reach its conclusions on the design of its digital projects. In its intended expansion of the Rochester Images data base to include maps with LSTA 1999-2000 funding, it will use recently developed "Mr. Sid" software to permit "point and click" enlargement of map detail. The Library will contract with CARL Corporation (see Attachment D), a major library automation vendor, to develop the translator programs for receiving the Museum's data, and will follow routine software development tests. CARL has also been a leader among library automation vendors in part of their regular library systems. On the Museum side, Multi MIMSY is developed by Willoughby Associates, a major museum information system supplier (see Attachment B), that is committed to developing state of the art information systems for museums. The Multi MIMSY product is designed to provide linkages among various types of resources, so will provide a foundation for the development of linkages among institutional resources and development of instructional packages for teachers. In relation to the development of descriptive data, if it becomes feasible to connect Multi MIMSY with CARL through Z39.50 software, the implications for other collaborations are enormous, for it would not be necessary to write system-specific translators to transfer data, but rather the Z39.50 interoperability capability would integrate functions among the data bases.

Other technical and procedural issues relevant to this project, as a digitizing project, include the following.

Equipment to be used will vary depending on the component of the project. The scanning vendor will use a Linotype-Hell "Topaz" flatbed scanner for scanning the glass plate negatives. The Museum will use Apple computers which will be used to store Stone Collections records prior to converting them to storage and distribution on MCLS's Tandem computer and Sun Microsystems servers to be accessible on standard PC-based systems at the City schools and in libraries. Equipment for the Museum and the School District's "personal history" pilot project will be purchased.

Ninety-five percent of the Stone Collection images are not under copyright due to their age. In accordance with gift conditions in 1942, attribution of images to the Stone Collection is required by the donor, and will be provided on each electronic image. Other images in the Rochester Images database (not scanned through IMLS funds) are either owned by the City, in the case of approximately 10,000 images, or are beyond the time limit of copyright, in the case of the 5,000 images from the

collection of the Library. Reproduction rights for archival or publication quality electronic copies will remain the purview of the owning institution, and document delivery systems for the general public will provide information on owners' rights and the process for obtaining publication quality copies. Classroom use of the images, which in general will not provide archival/publication quality copies, will be authorized under the provisions of the copyright law for educational use.

This project will scan the Stone Collection photographs at 3,000 pixels as a TIFF file for archival storage on CD-ROM's, then derive JPEG medium and thumbnail resolution images for display over the MCLS LIBRA network. Text is searchable in SGML-derived HTML language for Web viewing. Physical and content description is in MARC format, using *LC Graphic Materials Catalog Rules*, *LC Thesaurus for Graphic Materials*, and LC Subject Headings. MARC records are entered directly into CARL, which become regionally available through the Rochester Regional Library Council's ROARing CAT regional catalog. The Library will follow the emerging standards of the American Memory Project, and is committed to following accepted and emerging national standards.

Preservation of the digital files on CD will be ensured through appropriate storage methods at the City of Rochester's Archives and the Rochester Museum & Science Center vaults, both of which maintain provisions such as Liebert self-contained atmospheric control systems, halon fire suppression systems, and automatic alarm systems to detect system malfunctions. Maintenance of the CD's will be provided by migration, through rewriting of the CD's for upgraded equipment and software, at least every 5 years. The current recommended practice to determine the cost of this upgrade is to plan the cost of original scans to be spent every 10 years, with the actual upgrading planned as needed. Accordingly, maintenance for the 22,500 images is estimated at \$150,000 (100% of the \$7 average item cost of original scanning) and will be funded by annual reserve allocations of \$15,000 over ten years to be proportionally shared among the Library, Museum, and City Archives.

Information Access

The Library, Museum and School District have committed to an active dissemination program for the professional communities as described above. In order to communicate and sustain electronic access for the general public as well as specialized audiences, the project will include descriptions in bookmarks, newsletters, etc., as well as a major museum exhibit. Specific audiences will be sought, such as local history interest groups, through club letters, presentations, etc., and through town historians. Additional specialized uses for students will of course be established through the dissemination activities described above.

On the simplest and most pervasive level, an everyday user of the LIBRA system, performing a catalog search, will learn about the data base when they obtain a record plus a "thumbnail" image from the Rochester Images data base whenever the user's search term is matched with a subject heading or descriptor word from the image's MARC record. As a result, a search under "Bridges" will present books on bridges, pictures of bridges, and direct access to additional resources about bridges.

The Museum will mount a major exhibition of the photographs from the database, including computers and printers to demonstrate access to and content of the database. (See Attachment I for a description of the exhibit plan.) The Museum will use its group of volunteer students who assist in interpreting exhibits to demonstrate the database as part of the exhibit, resulting in additional awareness at schools. The main exhibit will be at the Museum, and satellite exhibits, for cross-promotional purposes, will be located in libraries, schools, and in City Hall.

The Museum, which provides an extensive series of adult and youth education programs through its Gannett School of Science and Man, including consistently oversubscribed courses on local history and interpreting photographs, will develop and offer a new course on the use of the Rochester Images data base.

The current database of historical images has been used by the Rochester *Democrat and Chronicle* in its ongoing series of Millennium Images, showing Rochester historical events. A feature story on the project has been scheduled by the paper for the summer of 1999.

The RCSD will conduct in-service training sessions, using members of the Library and Museum staff as appropriate. In addition, the RCSD will develop partnerships within the District schools to engage secondary level students studying technology and photography in assisting elementary and middle school students in development of digitized databases and web pages.

The Library and Museum will also make presentations on this project to other Museums and schools to determine viable additional projects and uses.

Schedule of Completion

Note: Direct Costs only

Project Budget Form Front

SECTION 1: DETAILED BUDGET

Year 1Name of Applicant: **Rochester Public Library****SALARIES AND WAGES (PERMANENT STAFF)**

NAME/TITLE	No.	METHOD OF COMPUTATION	IMLS	MATCH	TOTAL
TOTAL SALARIES & WAGES			\$21,700	\$75,134	\$96,834

SALARIES AND WAGES (TEMPORARY STAFF HIRED FOR PROJECT)

NAME/TITLE	No.	METHOD OF COMPUTATION	IMLS	MATCH	TOTAL
Library Assistant - RMSC	1	\$14.35 /hr x 40 hrs/mo @ 12 mos	\$ 6,888		\$ 6,888
Data Entry Clerk - RMSC	1	\$10/hr x 35 hrs/wk @ 24 wks	\$ 8,400		\$ 8,400
Cataloger - RMSC	1	\$15/hr x 1168 hrs	\$25,025		\$25,025
Clerk III PT - RPL	1	\$11.75/hr x 1100 hrs	\$12,925		\$12,925
Cataloger - RPL	1	\$15.24/hr x 1560 hrs	\$23,775		\$23,775
Library Assistant - RPL	1	\$14.19/hr x 835 hrs	\$11,849		\$11,849
Cataloger - RBDB	1	\$15.24/hr x 30 hrs/wk @ 12 wks		\$ 5,486	\$ 5,486
TOTAL SALARIES & WAGES			\$ 88,862	\$ 5,486	\$94,348

FRINGE BENEFITS

RATE	SALARY BASE	IMLS	MATCH	TOTAL
	TOTAL FRINGE BENEFITS	\$18,708	\$15,446	\$34,154

CONSULTANT FEES

NAME/TYPE OF CONSULTANT	RATE OF COMPENSATION	IMLS	MATCH	TOTAL
TOTAL CONSULTANT FEES		\$0	0	0

TRAVEL

FROM/TO	NUMBER OF PERSONS/DAYS	SUBSISTENCE/TRANSPORTATION	IMLS	MATCH	TOTAL
TOTAL TRAVEL COSTS			\$0	0	0

Project Budget Form Back

SECTION 1: DETAILED BUDGET, CONTINUED

Year 1

MATERIALS, SUPPLIES, AND EQUIPMENT

ITEM	BASIS/METHOD OF COST COMPUTATION	IMLS	MATCH	TOTAL
Multi MIMSY - RMSC	Start-up costs	\$24,700	\$20,800	\$45,500
Glass plate negative transport container - RMSC	Actual cost of item		\$ 500	\$ 500
Glass plate negative storage materials - RMSC	Estimated cost of items		\$ 5,885	\$ 5,885
Computers - RPL	3 leased for one year at \$479/yr each		\$ 1,437	\$ 1,437
TOTAL COST OF MATERIALS, SUPPLIES, EQUIPMENT		\$24,700	\$28,622	\$53,322

SERVICES

ITEM	BASIS/METHOD OF COST COMPUTATION	IMLS	MATCH	TOTAL
CARL-Parser Program	CARL contract for additional services	\$12,000		\$12,000
CARL - Parser Program - RBDB	CARL contract for additional services		\$12,000	\$12,000
Scanning	7,500 @ \$10.00/glass plate negative	\$75,000		\$75,000
Scanning - LSTA	5,000 @ \$3.75/photo		\$18,750	\$18,750
Scanning - LSTA	3,000 @ \$6.00/map		\$18,000	\$18,000
TOTAL SERVICES		\$87,000	\$48,750	\$135,750

OTHER

ITEM	BASIS/METHOD OF COST COMPUTATION	IMLS	MATCH	TOTAL
Courier - RMSC	150 trips @ \$0.31/mile x 15 miles		\$ 697	\$ 697
TOTAL COST OF OTHER		\$0	\$ 697	\$ 697

TOTAL DIRECT PROJECT COSTS	\$240,970	\$174,135	\$415,105
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INDIRECT COSTS

Applicant is using
A. an indirect cost rate which does not exceed 20% of the direct cost

TOTAL INDIRECT COSTS	\$0	\$ 41,510	\$41,510
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Year 2

Name of Applicant: **Rochester Public Library**

SALARIES AND WAGES (PERMANENT STAFF)

NAME/TITLE	No.	METHOD OF COMPUTATION	IMLS	MATCH	TOTAL
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TOTAL SALARIES & WAGES	\$2,700	\$72,323	\$75,023
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SALARIES AND WAGES (TEMPORARY STAFF HIRED FOR PROJECT)

NAME/TITLE	No.	METHOD OF COMPUTATION	IMLS	MATCH	TOTAL
Library Assistant - RMSC	1	\$14.35 /hr x 40 hrs/mo @ 6 mos.	\$ 3,444		\$ 3,444
Data Entry Clerk - RMSC	1	\$10/hr x 35 hrs/wk @ 12 wks	\$ 4,200		\$ 4,200
Cataloger - RMSC	1	\$15/hr x 152 hrs	\$ 2,275		\$ 2,275
Clerk III PT - RPL	1	\$11.75/hr x 235 hrs	\$ 2,761		\$ 2,761
Cataloger - RPL	1	\$15.24/hr x 390 hrs	\$ 5,944		\$ 5,944
Library Assistant-RPL	1	\$14.19/hr x 165 hrs	\$ 2,341		\$ 2,341
TOTAL SALARIES & WAGES			\$20,965	\$ 0	\$20,965

FRINGE BENEFITS

RATE	SALARY BASE	IMLS	MATCH	TOTAL
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TOTAL FRINGE BENEFITS	\$ 3,931	\$15,013	\$18,944
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CONSULTANT FEES

NAME/TYPE OF CONSULTANT	RATE OF COMPENSATION	IMLS	MATCH	TOTAL
TOTAL CONSULTANT FEES		\$0	0	0

TRAVEL

FROM/TO	NUMBER OF PERSONS/DAYS	SUBSISTENCE/TRANSPORTATION	IMLS	MATCH	TOTAL
		TOTAL TRAVEL COSTS	\$0	0	0

Project Budget Form Back
SECTION 1: DETAILED BUDGET, CONTINUED
Year 2

MATERIALS, SUPPLIES, AND EQUIPMENT

ITEM	BASIS/METHOD OF COST COMPUTATION	IMLS	MATCH	TOTAL
Multimedia equipment/supplies - RCSD (computer, printer, scanner, camera)	Actual costs	\$ 2,780	\$ 500	\$ 3,280
TOTAL COST OF MATERIALS, SUPPLIES, EQUIPMENT		\$ 2,780	\$ 500	\$ 3,280

SERVICES

ITEM	BASIS/METHOD OF COST COMPUTATION	IMLS	MATCH	TOTAL
TOTAL SERVICES		\$0	0	0

OTHER

ITEM	BASIS/METHOD OF COST COMPUTATION	IMLS	MATCH	TOTAL
Stone Collection Exhibit - RMSC	2,500 sq. ft. @ \$40 per sq. ft.	\$0	\$100,000	\$100,000
TOTAL COST OF OTHER		\$0	\$100,000	\$100,000

TOTAL DIRECT PROJECT COSTS	\$ 30,376	\$187,836	\$218,212
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INDIRECT COSTS

Applicant is using

A. an indirect cost rate which does not exceed 20% of the direct cost

TOTAL INDIRECT COSTS	\$0	\$ 21,821	\$ 21,821
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Project Budget Form

SECTION 2: SUMMARY BUDGET

Name of Applicant: **Rochester Public Library**

DIRECT COSTS

	IMLS	MATCH	TOTAL
Salaries & Wages	\$134,227	\$152,943	\$287,170
Fringe Benefits	\$ 22,639	\$ 30,459	\$ 53,098
Consultant Fees	\$0	\$0	\$0
Travel	\$0	\$0	\$0
Supplies & Materials	\$ 27,480	\$ 29,122	\$ 56,602
Services	\$ 87,000	\$ 48,750	\$ 135,750
Other	\$ 0	\$100,697	\$ 100,697

TOTAL DIRECT COSTS	\$271,346	\$361,971	\$633,317
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INDIRECT COSTS	\$0	\$ 63,331	\$ 63,331
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TOTAL PROJECT COSTS	\$696,648
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AMOUNT OF CASH - MATCH	\$0
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AMOUNT OF IN-KIND CONTRIBUTIONS	\$425,302
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TOTAL AMOUNT OF COST SHARING	\$425,302
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AMOUNT REQUESTED FROM IMLS	\$271,346
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PERCENTAGE OF TOTAL PROJECT COSTS REQUESTED FROM IMLS	39%
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Have you received or requested funds for any of these project activities from another Federal agency? (please circle) • Yes • No

If yes, name of agency _____

Date _____

Amount requested \$ _____

Rochester Images BUDGET NARRATIVE

STAFF COSTS

SALARIES AND WAGES – PERMANENT STAFF

This proposal requires a limited amount of salaries and wages for permanent staff because it is the intent of each institution to transition current staff into activities that continue this and other related projects, and to assign departmental supervisory staff to support this project as a portion of regular duties. The cost of in-kind contributions for permanent staff will be covered by regular institutional operating budgets.

The project management plan includes direction by a Project Manager for whom six months salary will be paid by IMLS, with the balance of the project period absorbed by the Library in its 2000-2001 July to June) fiscal year and by the transition of the position to the Library's operating budget beyond the project period. The project also includes curriculum development and revision by School District teachers during the summers of 2000 and 2001, when their labor contracts do not provide compensation. Both of these expenses provide short-term infusions of support from IMLS that enable the project to become established. The \$29,850 in requested IMLS costs will be matched with \$133,583 in in-kind staff salaries from the Library, Museum and School District.

The amounts of in-kind permanent Library staff time have been calculated based on cost records that have been maintained by the Library during the two years of LSTA-funded development of the "Rochester Images" project, prior to the proposed IMLS project period. These same records have been applied to calculating the Museum in-kind staff time for similar activities in addition to Museum staff's experience in estimating the time required for handling artifacts and mounting exhibits. The School District's in-kind staff time estimates are based on experience in curriculum development and on an estimate of the time involved in the American Memory Project's Educators' Institute.

SALARIES AND WAGES – TEMPORARY STAFF

This project requires \$9,768 in IMLS funds over the two-year project period to fill behind the Museum's Librarian/Archivist at a rate of 10 hours per week. These funds will cover the cost of increasing the hours of a current part-time RMSC Library employee by 10 hours per week for an 18 month duration to manage the basic services of the RMSC Library. This "relief time" will permit the Librarian/Archivist to oversee the preparation of the 7,500 Museum glass plate negatives for the scanning process, train and supervise the two temporary staff members hired to create the database, participate in the development of electronic pathfinders, help in creating the cross-promotional Stone Collection Exhibit, and develop course material for adult education programs at the Museum's Gannett School. While these activities are expected to occupy one-half (17.5 hours per week) of the Librarian/Archivist's time, DALS funds will be used for only a portion of the time spent on the project, with the balance included in the in-kind time commitment.

The bulk of the IMLS funds (\$99,495) for temporary staff at the Museum and Library will support the concentrated effort to describe the physical and content characteristics of the 7,500 scanned photographs from the Stone Collection and of 8,000 photographs from the Library and City Archives. While the out-sourced scanning component of this digitizing project will be completed in a matter of months, approximately 7,500 staff hours are required to create records for searching and retrieval of 15,500 images.

As described in the Project Narrative, the 7,500 records for the Stone Collection will be entered into a Multi MIMSY information system that is provided by IMLS funds. The records will be converted to a MARC record for loading onto the Library's LIBRA network through a translator program or through Z39.50 interoperability software. The 8,000 additional records to be funded by IMLS are of City Archives and Library photographs; IMLS will thereby fund the creation of 15,500 MARC records.

The remaining 7,000 records to complete the 22,500 item database will be created with an RDBB award in 1999 and a proposed application in 2000. (The budget shows \$5,486 in in-kind third party funds from state Regional Bibliographic Database funds that are currently awarded to the Library through December of 1999.)

Costs for this work have been calculated based on data collected during the initial two years of the Rochester Images project through which methodologies and work flows among clerical, paraprofessional and professional staff have been established. The additional cost of creating fully described MARC records is essential to reach the project goals of integrated and broad access through the well-known MCLS LIBRA network. Furthermore, the concentrated 12-month schedule must be met to make the database available at the time of development of curriculum materials and usage guides in the summer and fall of 2000. As a result of IMLS funds for the database portion of this project, all of the

photographs in the Rochester Images database, including the Stone Collection photographs, will be retrievable through the MCLS LIBRA network.

The creation of records for future additions to the database will continue at a pace of 2,500 per year after the IMLS project period as the responsibility of the Library, while the Museum will absorb the salaries of the project staff positions as it transitions the costs related to the continued creation of accessible records to its operating budget.

FRINGE BENEFITS

Three rates were utilized to calculate fringe benefits. Benefits for full-time positions (both permanent and project staff) are calculated at 20%, based on actual averages at each collaborating institution. Benefits for part-time project staff are calculated at 15% or 7.65%, based on the rates for temporary and part-time staff at each institution.

MATERIALS, SUPPLIES AND EQUIPMENT

MULTI MIMSY

Purchase and installation of data management software and equipment at the Museum is a fundamental component of this project because it is necessary to meet the goal of creation of an integrated Library/Museum database. Although integration of the databases could be achieved without Multi MIMSY at an estimated expense of \$96,000 in onetime labor costs, the result would be a second set of 7,500 records that serves only for loading into the MCLS LIBRA network and serves no long-term Museum purpose. With Multi MIMSY, at a lower cost than creating the second set of records, the Museum will have a system into which it can load the Stone Collection records and from which can be derived MARC records for conversion to the MCLS LIBRA system. It will serve furthermore as a foundation for additional collections that can be put on the LIBRA system, and its design concept, which has earned its developer Willoughby Associates, a Smithsonian Computer World Award nomination, enables the easy creation of linkages among artifact types in museum collections. This factor makes it an intriguing tool for development of electronic guides to the Rochester Images and other curriculum resources.(See Attachment B.)

This proposal requires \$24,700 in IMLS costs for Multi MIMSY equipment, which represents just over 50% of the \$45,500 start-up costs for equipment and software. The Museum will contribute the balance as in-kind, and will assume an additional investment in Multi MIMSY of \$26,800 outside of the grant period.

COMPUTER AND PERIPHERAL EQUIPMENT

A small amount of IMLS funds are required in the second year to purchase a computer, printer, scanner and digital camera for establishment of a pilot program to enable creation of a student "personal history" web site that will apply the skills gained by students through the Rochester Images curriculum. This expense of \$2,780 will only be matched by \$500 in-kind. The integration of this sort of expense into an ambitious School District program to upgrade its technological infrastructure would be difficult, and this facet of the project, requiring a small expense, has the potential for engaging other levels of secondary students who are studying photography and technology. However, additional matching funds for other equipment bring the total IMLS funds requested in this category to less than 50%.

SERVICES

PARSER PROGRAM

As described above under Materials, Supplies and Equipment, the process by which data will be moved from the Museum's Multi MIMSY system to the Library's LIBRA system will be through a translator program ("parser") that will convert Multi MIMSY data into a MARC record that will then be loaded onto the LIBRA system through CARL. The development of this translator program requires \$12,000 based on a quotation from CARL Corporation, which will develop the program and with whom MCLS has a contract for computer services. In-kind contributions of \$12,000 will be provided by the Library through third party RBDB funding for which the Library will apply in the fall of 1999. These funds will be used to develop a parser program that will convert Library records about its maps and photos (scanned under LSTA funds in the current year and under a future grant) into a MARC record. The Library is currently performing initial work on these collections with funds from its 1998-99 budget.

SCANNING

As described in the Project Narrative, the cost of scanning the original glass plate negatives of the Stone Collection is \$10 per Image. This cost is based on a quotation from Applied Graphics Technologies, a major national graphics firm that has performed all of the Rochester Images scanning to date, including several hundred glass plate negatives from the collection of the City Archives. Scanning the glass plate negative produces greater electronic fidelity to the original than would be obtained from the slide copies of the collection (which exists at the Museum to limit handling of the originals). It was concluded that the effectiveness of the resulting database of Rochester Images, consisting of 7,500 Stone Collection items among 22,500 total, would not be significantly less effective for educational purposes than a

Rochester Images database of 15,000 Stone Collection items among 30,000 total. Accordingly, the Museum is contributing almost \$16,700 in-kind material and labor costs to the management and care of the glass plate negatives during the scanning process.

Additional scanning work will be done by the Library under LSTA funds that are in-kind, third party and will be applied for in the spring of 1999, to add 5,000 photographs and 3,000 maps from the collections of the Library and City Archives and Photo Lab. As described in the Project Narrative, the Library has received funding for its digitizing projects from LSTA since 1997, and expects to continue to do so.

The Library has to this point used a single vendor for scanning under an "expert service" contract, which has permitted the Library to award work on other than a lowest price basis. This has permitted a consultative relationship with the scanning vendor to accommodate the variety of images to be scanned and to establish proper standards on a developmental basis. While the vendor has been excellent, and has met all the requirements of the Library, in the administration of this project the Library and Museum will issue a Request for Proposal to determine other options, and to establish competitive cost estimating among vendors.

OTHER EXPENSE

In the second year of the project the Museum will mount a major exhibit to feature the rich ethnic heritage of the Rochester area through use of the Stone Collection photographs and through various elements that use the Rochester Images database. This exhibit, which is described in Attachment I, will cost \$40/square foot for 2,500 square feet, providing \$100,000 in in-kind expenses from the Museum.

Partner Application Agreement

1. Applicant Organization: Rochester Public Library
115 South Avenue
Rochester, NY 14604

Partner Organizations: Rochester Museum & Science Center
657 East Avenue
Rochester, NY 14607

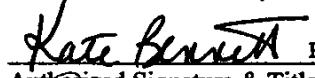
Rochester City School District
131 West Broad Street
Rochester, NY 14614

2. The Rochester Public Library, Rochester Museum & Science Center and Rochester City School District agree to:
- Support and carry out all the goals and activities outlined in this IMLS grant narrative to the best of our abilities.
 - Upon grant approval by IMLS, enter into a formal contract with each other agreeing to complete appropriate tasks listed in the project narrative. Such contract will specify liability and indemnification terms.
 - Perform activities identified as in-kind contributions as specified in the project budget in a timely manner to the best of our abilities.
 - Cooperate in providing in a timely manner, all information and statistical data as may be required to report grant progress to IMLS.
3. We the undersigned institutions:
- Agree that we will carry out the activities described above and in the application narrative;
 - Agree that we use any funds we receive from IMLS in accordance with applicable Federal laws and regulations; *and*
 - Assure that our facilities and program comply with applicable Federal requirements.



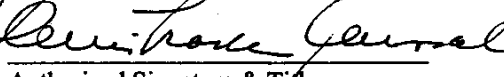
Authorized Signature & Title
Rochester Public Library

03/19/99
Date



Authorized Signature & Title
Rochester Museum & Science Center

3/17, 1999
Date



Authorized Signature & Title
Rochester City School District

3/11/99
Date